

LET US DEMONSTRATE YOUR PRODUCTS!

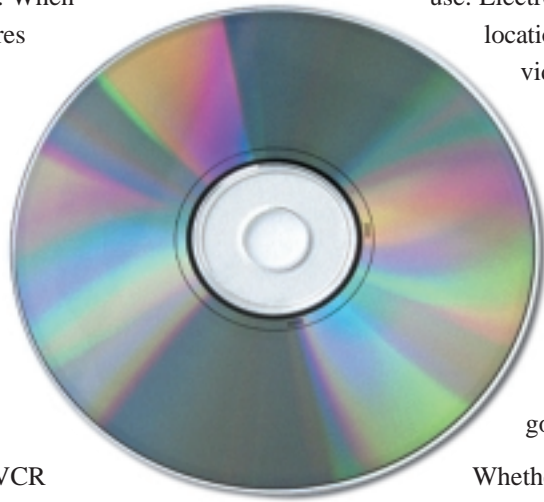
Most medical people can't give your sales staff the time of day anymore. When you have a product that requires a demonstration, let us do it for you on CD.

For surprisingly affordable money, we will custom storyboard and script your product's features and benefits. Using interwoven video clips in an easy to use, interactive format, we'll tell your story.

Instead of having to set up a VCR and all the hassle that goes with it, now your customers will simply pop your custom CD into their computer whenever they have the time.

Just imagine! Each copy of your demonstration CD will cost less than \$1.50 to burn and mail! Compare that to the cost of a sales call canceled, or worse, bungled.

We'll take the guesswork out of your product demonstration.



DIGITAL CATALOGS WITH A MAJOR DIFFERENCE

We create digital catalogs that are truly easy to use. Electronic bookmarks make product location easy for everyone. Interactive video clips can be woven right in so that product use demonstrations become integral with the sales presentation.

We create indexes that take you from the product name to the catalog page instantly. Interactive order forms save time for your customer. We've got lots of other features too.

Whether you need a 20-page catalog or a 300-page catalog, it's all the same to us. Updating is also quick and efficient. Your future catalog costs will be reduced significantly. Best of all, you won't have those sky high printing costs with a digital catalog and our digital catalog will feel as comfortable to the user as a paper catalog .

Just imagine! Each copy of your digital catalog will cost less than \$1.50 to burn and mail! Compare that to what you are now paying for each copy of your paper catalog and the postage to mail it. With our product you'll be able to afford multiple mailings each year as many marketing gurus recommend.



WE SUPPORT YOUR SALES STAFF

If your company has many products to sell, it can be very difficult to keep your sales staff focused.

Let us help you. You decide what products you want to highlight this month. We'll create an electronic sell sheet to ensure your sales staff will "say the right thing" to close a sale. Then we'll e-mail the new sales sheet to your entire team and they'll print the copies as needed.

Just imagine! You'll get your message out almost instantly and you'll save the turnaround time and the printing costs, too.

EXPERIENCE Plus!

Let our more than 20 years of experience in medical marketing, product development and promotion help you to greater success.

CAPABILITY Plus!

We recently designed and developed an interactive 16-page digital catalog for a client. In just one week we wrote copy, designed a uniform page layout, developed a creative index and an appealing catalog cover. The catalog was delivered on CD on time for a scheduled presentation.

We helped another client take a long hard look at their tired catalog format. Over a period of several weeks we worked with the marketing and creative staff to identify a new strategy, improve product copy, placement, mix and indexing for a 400-page paper catalog.

We developed electronic sell sheets for a company's national sales staff which helped focus, unify and standardize their efforts leading to increased sales in the very first quarter in which the sales sheets were used.

Affordability Plus!

We're efficient, we're no-nonsense and we're as cost conscious as you are. We know about the marketing of medical products. That means we'll be able to position your product(s) quickly and efficiently. Translation: lower project cost for you. If you have a project in mind, especially one you worry could blow your budget, talk with us. You're in for a pleasant surprise!



Alice A. Shafer

Principal Consultant

Phone

978-266-1928



Fax

978-266-1938



E-mail

asca@attbi.com



120 Audubon Drive
Acton, MA 01720



PROFITABLE MARKETING STRATEGIES

DESIGN

Logos and Identity Campaigns
Complete Design/Print Service
Web Development & Design
Advertising Design & Placement

PHOTOGRAPHY

Digital and Standard Photography

CD CATALOGS & PRESENTATIONS

User Friendly Digital Catalogs
Video Product Demonstrations on CD

SERVICES

New Product Market Assessment
Effective Sell Copy and Copywriting
Customer Information Gathering
Product Positioning
Sales Staff Support
Mailing List Sourcing